

# Library & Events Center Task Force



**February 7, 2018 at 8:00 a.m.**

Chapman Room (Room 200) • City Hall Second Floor  
401 South Park Avenue, Winter Park, Florida

## **1 administrative**

- a. Approve minutes
- b. Public Comment

## **2 Informational**

- a. Events Center Business Plan
- b. Schematic Design Update

## **3 action**

## **4 new business**

## **5 adjourn**

### appeals & assistance

"If a person decides to appeal any decision made by the Board with respect to any matter considered at such meeting or hearing, he/she will need a record of the proceedings, and that, for such purpose, he/she may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based." (F. S. 286.0105).

"Persons with disabilities needing assistance to participate in any of these proceedings should contact the City Clerk's Office (407-599-3277) at least 48 hours in advance of the meeting."

**Library & Events Center Task Force**  
**December 6, 2017**

The meeting was called to order at 8:00 a.m.

Members present: Leslie O'Shaughnessy, Tom McMacken and Sam Stark

Staff Members present: Brenda Moody, Troy Attaway, Peter Moore and Michelle Neuner

Others present: Shawn Shaffer, Executive Director for Winter Park Public Library

**Administrative items**

Tom McMacken moved to approve the November 22 minutes as presented; seconded by Leslie O'Shaughnessy; motion carried unanimously.

**Public comment** – None.

**Informational items**

**a. Design Update**

Mr. Attaway advised that the project team is currently working on the schematic design and final documents should be completed by the end of January. Several meetings were held last week with the design team, builders and stakeholders to discuss and obtain feedback related to parking, building layout, operational/space needs, etc.

Mr. McMacken disclosed that as a private citizen he shared his comments to city staff related to the conceptual design. Ms. O'Shaughnessy also disclosed that she shared her thoughts and considerations to city staff. Mr. Attaway advised that he relayed their comments to the design team.

Upon request, Ms. Shafer provided a brief update on the library's branding exercise. Mr. McMacken suggested that the city start the naming process for the facility, so that we are in sync when it comes time to move forward with fundraising activities.

Ms. Neuner recapped the priority items that were agreed upon at the last meeting (Design-Parking and Park Integration/Interaction, Image-Communications and Operations-Roles/Responsibilities). She noted that staff will be focusing on these three specific items and provide updates at each meeting. In response to questions raised regarding the role of the task force members and how they should proceed with updating the Commission, Ms. Neuner encouraged the team to create a monthly summary report with recommendations and present at the Commission meeting(s) for feedback and direction, if needed.

**b. Budget/Information discussion**

Budget & Performance Manager, Peter Moore provided financial information and addressed questions related to the City's monetary support for the library operations, the City's support vs. Orange County millage based system (with and without rent subsidy), library/events center debt service millage and future operating obligations of the City.

Due to the upcoming holidays, the meetings in January were changed to January 10 and 24, 2018.

The next meeting was scheduled for January 10, 2018 at 8:00 a.m. in the Chapman Room, City Hall, Second Floor.

The meeting adjourned at 8:50 a.m.

**Library & Events Center Task Force  
January 24, 2018**

The meeting was called to order at 8:00 a.m.

Members present: Leslie O’Shaughnessy, Tom McMacken and Sam Stark

Staff Members present: Brenda Moody, Clarissa Howard and Michelle Neuner

Others present: Shawn Shaffer, Executive Director for Winter Park Public Library

**Administrative items**

Tom McMacken moved to approve the November 22 minutes as presented; seconded by Sam Stark; motion carried unanimously.

**Public comment** – Charlie Williams inquired as to what the proposed projection or budget would be if we built a two story parking garage on the current platted lot with exfiltration trenches/stormwater.

**Informational items**

**a. Library Survey Results**

This item was addressed at the end of this meeting.

**b. Design Update – Parking**

Ms. Neuner provided a brief summary and addressed questions related to the December 31, 2017 Zoning and Parking Exhibit which was included in the agenda packet. She noted that the city has been pushing for 220 parking spaces for the library and events center. She asked for comments, ideas and suggestions which will be shared with design team for consideration.

Mr. McMacken offered the following: the parking count of 142 spaces is not adequate, it should be closer to 250; the parking should be adjacent to the building in some way, shape or form; not in favor of the proposed parallel parking on Morse Boulevard and requested the design team to research and present the cost for structured parking and consider spanning it over the water to aid in future retention.

Mr. Stark offered the following: Parallel parking on Morse Boulevard is a viable option; and provide enhanced campus connectivity via trails/walkways/paths to access facilities, recreational area, sports fields and parking area.

Ms. Moody distributed the December 01, 2017 schedule/timeline and addressed questions. She assured them that she will report their parking feedback directly to the consultant.

Following a brief discussion related to the need of naming the facilities/campus; **Motion made by Sam Stark that the city establish a branding task force/subcommittee with a representative from Parks and Recreation Department, the Library, the Library & Events Center Task Force, and City staff (Clarissa Howard) to establish a name; seconded by Tom McMacken for discussion.**

**c. Marketing Timeline**

Ms. Howard distributed the Milestone Marketing schedule for the dates of February 2018 through April 2020 and addressed questions. Ms. Howard clarified that we would need to pay for target marketing/publications; therefore a separate marketing budget will have to be created and approved by the Commission.

Ms. Neuner said she supports their need to establish a motion to move forward with the branding exercise and recommended they establish a regular reporting mechanism to the Commission in an effort to move forward with the decision making.

Mr. McMacken wanted to clarify that the motion includes a representative from Parks, from the City, from the library and from this task force (Sam Stark). Mr. Stark said yes.

Ms. Neuner noted that the branding initiative will be written up into an agenda item to be presented at the next commission meeting (February 12), but wanted clarity as to who designates the representative for the library and parks department. A majority agreed with the following: that a subcommittee of this task force should be created (rather than a separate task force); that they are to report back to the Library & Events Center Task Force; and that the library and parks department should nominate their representative. Mr. Stark wanted to put a timeline on the branding task (such as 45-60 days). They all agreed that their plan is to present the subcommittee recommendations at the April 9 commission meeting. Ms. Howard mentioned that this past commission meeting a naming policy was adopted and asked for clarity. Ms. Neuner said that the naming for each of the buildings and the campus require commission approval. A majority of the task force agreed that the naming recommendation should be left at the discretion of the branding subcommittee. Ms. Howard advised that the current marketing plan does not include branding, however, if the motion below is approved she can easily fit this task into the marketing timeline she presented earlier.

**Motion made by Sam Stark that the City establish a branding subcommittee with a representative from Parks and Recreation Department, the Library, the Library & Events Center Task Force (Sam Stark), and City staff (Clarissa Howard) to establish a name; seconded by Tom McMacken. Upon a roll call vote, the motion was approved 3-0 unanimously.**

Mr. McMacken recommended that the next topic to be discussed at their next meeting should be the operations-roles/responsibilities. Ms. Moody acknowledged and advised that staff is finalizing the business plan and budget (in which marketing dollars can be part of) and will be presented next week to City Management/staff. This document will then be sent to them in advance of their next meeting. Ms. Moody advised that the owner's representative, The Pizzuti Companies, has subcontracted with an organization in Ohio that completed a study on the roof top element of the event center. She said some of the items in the report included the proper capacity for this particular element, rental pricing and naming opportunities.

In response to questions related to when they will be notified of the finalized project details, what will be included, add-ons, proposed costs and naming, Ms. Neuner said she anticipates that all of these items will be addressed at the February 12 commission meeting discussion (approval of the schematic design documents and the acceptance of the subcommittee to work on the naming).

Ms. Shaffer distributed the Winter Park Public Library December 2017 Patron and Community Survey results. Ms. Shaffer and Ms. Madison with AXON2/Lure Design address questions.

The next meeting was scheduled for February 7, 2018 at 8:00 a.m. in the Chapman Room, City Hall, Second Floor.

The meeting adjourned at 8:59 a.m.